

# RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

July 9, 1998

RJR Account #154180  
Mr. J. Derigo  
DERIGO SALES

## SALEM TEAR TAPE PROMOTION #800438: AUGUST

Dear John:

Attached are **August** orders for **Salem .30¢ Tear Tape** product. No displays are required, as retailers will utilize displays they received with the July Salem Tear Tape distribution. Ship the number of cartons per brand style to your participating retail accounts as identified on the attached Customer List. **This product is being shipped @ .30¢ off-invoice.**

RJR will reimburse you \$4.75 per promoted 6M case for all displays packed and shipped to retail on a timely basis.

PARTNERS 'BONUS' REPORTING DESCRIPTION

S A L 9 8 . . 3 0 / \_ 1 P K

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Note to RJR Manager:  
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: K. Jurgensen  
Enc. Retail Customer List  
Wholesaler Packing Instructions

AUGSAL.DOC

51845 6944

DERIGO SALES

## AUGUST DELIVERY SALEM TEAR TAPE

\* \* \* UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JULY PRODUCT  
DISTRIBUTION TO MEET AUGUST DISTRIBUTION AS NEEDED \* \* \*

PRODUCT PO# 214

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-24194	Full Flavor	10
12300-24195	Full Flavor 100	9
12300-24196	Light	14
12300-24197	Light 100	9

PRODUCT / DISPLAYS ARRIVAL:

JULY 27, 1998

SHIP DATE TO RETAIL:

WEEK OF: AUGUST 10, 1998

EFT \$ AMOUNT:

\$13,633.61

PACKING / SHIPPING PAYMENT

\$199.50

(42.00 (6M) promoted case(s) @ \$4.75).

### AUGUST Drive Period 808 / Promotion #800438

**PROMOTION DESCRIPTION:**

SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAILER  
AS INDICATED ON THE ATTACHED CUSTOMER LIST.

RETAILER WILL PLACE IN SALEM 40-PACK DISPLAY  
WHICH WAS SHIPPED WITH JULY PRODUCT DISTRIBUTION.

AUGUST DELIVERY

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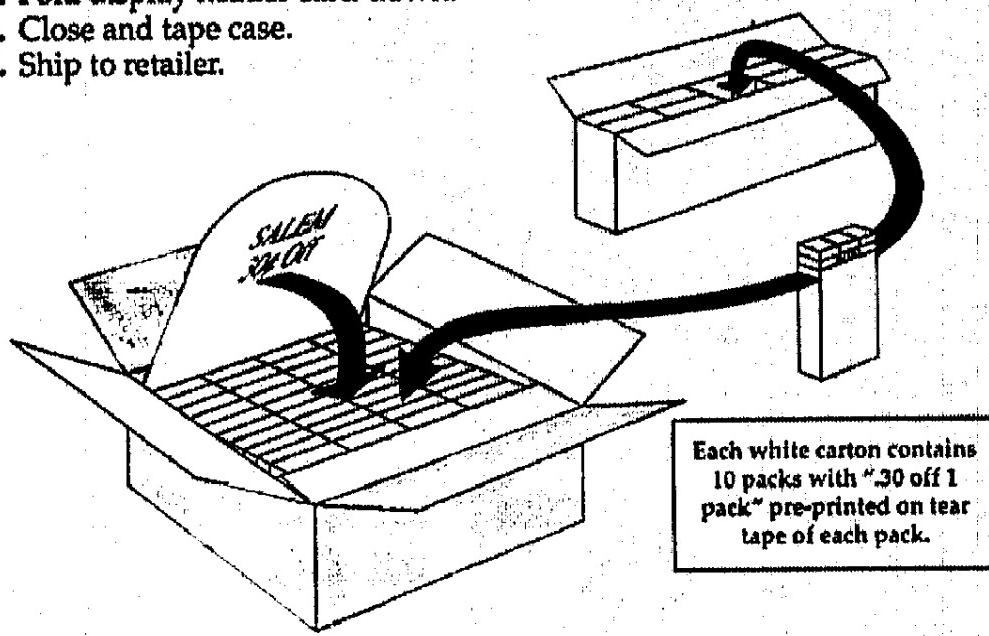
**WHOLESALER PACKING INSTRUCTIONS**

SALEM TEAR TAPE

3RD QTR.'98

**August SALEM 30¢ OFF 1 Pack Tear Tape****STEPS**

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item# 541964  
MSA Promotion Reporting Description: SAL\_98\_30/1\_PK

Brand Style	King	100	LT King	LT 100		
Number of Cartons			Ship Number As Indicated			

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7  
6/3/98

# Salem '98

## 30¢ Off Pack Promotion

NOW  
OFF-INVOICE

- Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's
- All displays/POS available for order in "eaches"

### 40-PACK SHIPPER DISPLAY



item #541964

- Small footprint
- Shipped pre-assembled with product and poster
- Price discount clearly communicated

item #541970

- Comes packed in shipper display



SALEM '98 SNIPED POSTER

### SALEM SNIPED PACK REPLICA POS



item #541973

- Impactful 3-D pack replicas
- Designed to increase awareness in self-service and non self-service locations
- Must be ordered separately from shipper display

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5N5BB3

## WORKPLAN VAP TEMPLATE LISTING

 PAGE: 9  
 DATE: 98-06-29  
 TIME: 09:42 AM

 WHOLESALER: 154180 DERIGO SALES, INC. <DIRECT>  
 TEMPLATE: 800438 80800 SAL 98 .30/1 NO  
 SALES LEVEL: 16XXXX

TERR	ACCT	NAME	ADDRESS	CITY	ST	ZIP	LT		LT		TAX	JURIS	SUPPLIER	
							M85	M100	M85	M100	TOTAL			
162602	750754	FOOD PLUS III	SALEH K MOHAMED	CHEEKTONWAGA	NY	14215	1	1	1	1	4		NYS	
162602	764739	MR BILLS	1049 PARK AVE	MEDINA	NY	14103			1	1	1			
162602	766721	FARM FRESH MARKET	MOHAMED A. TAHER	BUFFALO	NY	14215	1	1	1	1	4			
162602	812664	CHAPMAN'S MKT	9202 RIDGE RD	MIDDLEPORT	NY	14105	1	1	1	1	4		NYS	CHA0104
162603	067574	HILBERT MOBIL 08D9X	2793 SENECA ST	WEST SENECA	NY	14224	2	2	2	2	8			
162603	128582	BUZZ N BEE (PRIN-SEN)	2097 SENECA ST	BUFFALO	NY	14210	2	2	2	2	8		NYS	
162603	128642	STOP N GAS #4	4100 SENECA ST	WEST SENECA	NY	14224	12	10	20	10	52	1260-0000	NYS	GAS4100
162603	357756	STOP N GAS #2	1525 WILLIAM ST	BUFFALO	NY	14206	12	10	20	10	52	1260-0000	NYS	GAS0001
162603	396973	PARKSIDE DRUG	975 BROADWAY ST	BUFFALO	NY	14212	16	25	9	19	69			
162603	396994	B-KWIK MKT #66	1989 SENECA ST	BUFFALO	NY	14210	2	3	3	2	10			
162603	397015	CLINTON MINI MARKET	1880 CLINTON ST	BUFFALO	NY	14206	4	4	4	4	16			
162603	397169	BROTHERS DELI	1338 ELECTRIC AVE	LACKAWANNA	NY	14218	3	3	3	3	12			
162603	397193	SERAFINI'S DELI	1892 SENECA ST	BUFFALO	NY	14210	1	1		1	3			
162603	462442	B & S MINI MART	1199 SENECA ST	BUFFALO	NY	14210	4	4	4	4	16			
162603	470390	DAILY NEWS & NUMBER	999 BROADWAY ST	BUFFALO	NY	14212	3	3	3	3	14			
162603	481046	BROADWAY MINI MART	350 BROADWAY ST	BUFFALO	NY	14204	1	1	1	1	4			
162603	488478	STADIUM MOBIL #8	3856 SOUTHWESTERN	ORCHARD PAR	NY	14127	12	10	20	10	52	1260-0000	NYS	STA3856
162603	522920	SOUTH PARK MKT	505 S PARK AVE	BUFFALO	NY	14204	3	3	3	3	12			
162603	579726	STOP N GAS #9	2111 CLINTON ST.	WEST SENECA	NY	14224	12	10	20	10	52	1260-0000		
162603	620303	STOP N GAS #6	4878 LAKE SHORE R	HAMBURG	NY	14075	12	10	20	10	52	1260-0000		
162603	653808	WOODLAWN DBLI	3306 LAKE SHORE R	BLASDELL	NY	14219	1	1	1	1	4			
162603	683061	STOP N GAS #14	3287 S PARK AVE	LACKAWANNA	NY	14218	12	10	20	10	52	1260-0000		
162603	764711	STOP N GAS #10	363 HOPKINS ST	BUFFALO	NY	14220	12	10	20	10	52	1260-0000	NYS	GAS0363
162603	764723	STOP N GAS #12	6685 SOUTHWESTERN	HAMBURG	NY	14075	12	10	20	10	52	1260-0000	NYS	GAS4101
162603	764734	STOP N GAS #1	166 FILMORE AVE	BUFFALO	NY	14210	12	10	20	10	52	1260-0000	NYS	STOO166
162603	765363	STOP N GAS #13	4100 SAINT FRANCI	HAMBURG	NY	14075	12	10	20	10	52	1260-0000	NYS	GAS4101
162603	788813	STOP N GAS #15	5498 CAMP RD	HAMBURG	NY	14075	12	10	20	10	52	1260-0000		
162606	357767	YORKSHIRE SERV #5	12252 OLD OLEAN R	YORKSHIRE	NY	14173	12	10	20	10	52	1260-0000	NYS	YOR1225
162606	398620	MATTS NEWS	93 E 3RD ST	DUNKIRK	NY	14048	2		1		3			
162606	514559	MACHIAS MINI MART #	9718 OLEAN ROAD	MACHIAS	NY	14101	12	10	20	10	52	1260-0000	NYS	SAD9718
162606	656979	BOBS NEWS	14 MAIN STREET	SPRINGVILLE	NY	14141			1		1			

PAGE BREAK TOTAL ACCOUNTS 73 TOTAL QUANTITY 283 246 397 250 1176

TEMPLATE TOTAL ACCOUNTS 73 TOTAL QUANTITY 283 246 397 250 1176

# Cases 10-9-14-9-

+ Derby Monthly PO# SWK1 2-1-1-1 (7/27/98)

PO# SWK2 2-1-1-1 (8/3/98)

PO# SWK3 2-1-1-1 (8/10/98)

PO# SWK4 2-1-1-1 (8/17/98)

Monthly

Total

18-13-18-13

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WHOLESALER : 154180 DERIGO SALES, INC. <DIRECT>  
 TEMPLATE : 800438 80800 SAL 98 .30/1 NO  
 SALES LEVEL : 16XXXX

TERR	ACCT	NAME	ADDRESS	CITY	ST	ZIP	LT		LT		TAX	JURIS	SUPPLIER	
							M85	M100	M85	M100	TOTAL			
162601	128662	MIKE REXFORD SERVIC	1940 NIAGARA FALL	TONAWANDA	NY	14200	1	1	1	1	4	NYS		
162601	128934	DYNANASH & GAS	2905 S.MAIN ST.	NEWFANE	NY	14108	1	1	1	1	4	1895-0000	NYS	
162601	311007	LIER'S DELI	897 TONAWANDA ST	BUFFALO	NY	14207	2	1	2	1	6	NYS		
162601	317286	LINCOLN PK.PHRM.432	540 NIA. FALLS BL	BUFFALO	NY	14223	1	1	1	1	4	NYS		
162601	396875	BILLS DEL	32 ALLEN ST	BUFFALO	NY	14202	1	1	1	1	4	NYS		
162601	396895	HOLLY FARMS MARKET	233 - 235 ALLEN S	BUFFALO	NY	14201	1	1	1	1	4			
162601	397310	HERTEL NEWS	1416 HERTEL AVE	BUFFALO	NY	14216	1	1	1	1	4			
162601	397614	JOHN'S TOBACCO	403 MAIN ST	BUFFALO	NY	14203	1	1	1	1	4			
162601	398665	CFM #33-015	3030 SWEET HOME R	AMHERST	NY	14228	1	2	1	1	4			
162601	398795	B&B CIGAR STORE	2006 MAIN ST	NIAGARA FAL	NY	14305	1				1	NYS		
162601	460480	JOE'S SERVICE CENTE	1602 ELMWOOD AVE	BUFFALO	NY	14207	1	1	1	1	4			
162601	496766	ALLENTOWN FOOD SHOP	76 ELMWOOD AVE	BUFFALO	NY	14201	1	1	1	1	4			
162601	497268	STOP N GAS #11	8811 NIAGARA FALL	NIAGARA FAL	NY	14304	12	10	20	10	52	1260-0000	NYS	SAD0089
162601	574026	U.S. QUALITY FOOD	471 E FERRY ST	BUFFALO	NY	14208	2	2	3	5	12			
162601	574995	QUICK CHECK FOOD MR	2580 ELMWOOD AVE	BUFFALO	NY	14217	1	1	1	1	4			
162601	597977	ZIPPS FOOD & BEV.	896 NIAGARA ST	BUFFALO	NY	14213	2	1	1	1	5			
162601	698990	U.S. FOOD MART	235 ESSER ST.	BUFFALO	NY	14207	1	1	1	1	4			
162601	641572	E. FERRY CLOVER FAR	436 E FERRY ST	BUFFALO	NY	14208	1	2	3	2	8			
162601	658852	COLVIN CONVENIENT	630 COLVIN AVE	BUFFALO	NY	14216	1	1	2	1	5			
162601	684573	MARK'S FOOD SHOP	3301 HYDE PARK BL	NIAGARA FAL	NY	14305	2	2	2	2	8			
162601	691528	M&R FASTSTOP	221 OLIVER ST	N TONAWANDA	NY	14220	1	1	2	1	5			
162601	714672	CONVENIENCE FOOD	410 HINDS ST	TONAWANDA	NY	14200	1		1	1	3			
162601	719755	SAMI EXPRESS	680 FILMORE AVE	BUFFALO	NY	14212	1	1	1	1	4			
162601	738580	SHERIDAN CONV. MART	1066 SHERIDAN DR	TONAWANDA	NY	14150	1	1	1	1	4	NYS		
162601	746533	AL'S CORNER STORE	2894 ELMWOOD AVE	KENMORE	NY	14217	1	1	1	1	4			
162601	752787	DAIRY STORE	354 NIAGARA FALLS	TONAWANDA	NY	14223	1	2	1	1	5			
162601	765275	KWK SHOP	185 ESSER AVE	BUFFALO	NY	14207	1	1	1	1	4	NYS		
162601	765349	JOHN REIMONDO JR	2965 SHERIDAN DR	TONAWANDA	NY	14150	1	1	1	1	4			
162601	765413	SADO GAS #7	4004 LAKE AVE	LOCKPORT	NY	14094	12	10	20	10	52	1260-0000	NYS	SAD0089
162601	769359	AMON CONVENIENT POO	1041 ENGLEWOOD RD	TONAWANDA	NY	14223	1		1		2			
162601	799271	PARKSIDE MARKET	1150 SHERIDAN DR	TONAWANDA	NY	14150	1	1	1	1	4			
162601	809737	PRICE RITE MARKET	324-26 W. DELEMAN	BUFFALO	NY	14213	1	2	1	1	5	NYS		
162602	397117	PIKE'S PEAK DELI	1318 FILMORE AVE	BUFFALO	NY	14211	1	1	2	3	7			
162602	398017	MISTER BILLS	8 VERNON ST	MIDDLEPORT	NY	14105	1		2	1	4	NYS		
162602	522940	MAIN FOOD MART	1130 MAIN ST	BUFFALO	NY	14209	2	2	2	2	8	NYS		
162602	601156	COMMUNITY FOOD	535 WALDEN AVE	BUFFALO	NY	14211	3	2	2	3	8			
162602	624669	A-PLUS MINI MARKET	1981 FILMORE AVE	BUFFALO	NY	14214	3	1	4	1	9	0362-0102		
162602	634570	APLUS MINI MART(F)	4401 UNION ROAD	CHEEKTOWAGA	NY	14225	12		1	1	14	0362-0102		
162602	660888	WE NEVER CLOSE	1054 ELMWOOD AVE	BUFFALO	NY	14222	1	1	2	2	6			
162602	672361	EAGLE EXPRESS SHOPS	5380 GENESEE ST	BOWMANSVILL	NY	14026	1		1	1	3			
162602	705606	WALDEN CONVENIENT	599 WALDEN AVE	BUFFALO	NY	14211	1	2	1	1	5			
162602	705607	ELMWOOD NEWS	988 ELMWOOD AVE	BUFFALO	NY	14222			2		2			

DERIGO SALES

## AUGUST DELIVERY

### SALEM TEAR TAPE

**"UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JULY PRODUCT  
DISTRIBUTION TO MEET AUGUST DISTRIBUTION AS NEEDED!"\*\***

**PRODUCT PO#** 214 \*

<u>UPC Code</u>	<u>SALEM</u>	<u>BRAND STYLE</u>	<u>#/ (6M) Cases</u>
12300-24194		Full Flavor	@ .30¢ Off
12300-24195		Full Flavor 100	10
12300-24196		Light	2
12300-24197		Light 100	14
			2

**PRODUCT / DISPLAYS ARRIVAL:**

**JULY 27, 1998**

**SHIP DATE TO RETAIL:**

**WEEK OF: AUGUST 10, 1998**

**EFT \$ AMOUNT:**

**\$13,633.61**

**PACKING / SHIPPING PAYMENT**

**\$199.60**

**(42.00 (6M) promoted case(s) @ \$4.75).**

### **AUGUST Drive Period 808 / Promotion #800438**

**PROMOTION DESCRIPTION:**

**SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAILER  
AS INDICATED ON THE ATTACHED CUSTOMER LIST.**

**RETAILER WILL PLACE IN SALEM 40-PACK DISPLAY  
WHICH WAS SHIPPED WITH JULY PRODUCT DISTRIBUTION.**

**AUGUST DELIVERY**

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